

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. *(currently amended)* A method for managing asset tracking information related to ~~an particular~~ asset item within a supply chain, the supply chain comprising a plurality of supplier entities capable of accessing an independent ~~centralized asset tracking~~ datastore, the method comprising:

(a) associating the asset item with an identification code that is unique to the asset item;

~~(a)~~(b) recording information pertaining to the ~~particular~~ asset item in ~~an the~~ independent datastore, the information being provided by an upstream supplier entity;

~~(b)~~ ~~identifying the particular asset with a Universal Resource Locator (URL);~~

(c) associating the recorded information from the upstream supplier entity with the identification code ~~unique URL;~~

(d) recording additional information pertaining to the ~~particular~~ asset item in the independent datastore, the additional information being provided by a downstream supplier entity; ~~and~~

(e) associating the ~~recorded~~ additional information from the downstream supplier entity with the ~~unique URL~~ identification code; and

(f) accessing at least one of the recorded information and the additional information via a Universal Resource Locator (URL), the URL formed based on the identification code.

2. *(currently amended)* The method of claim 1, wherein act ~~(a)~~ (b) comprises: creating a record within a database; and entering information provided by the upstream supplier entity into the record.

3. *(canceled)*

4. *(previously presented)* The method of claim 2, wherein the URL corresponds to a resource comprising a Web page that is populated with at least a subset of the information in the record.

5. *(original)* The method of claim 4, wherein act (d) comprises:
opening the record within the database; and
entering information provided by the downstream supplier entity into the record.

6. *(original)* The method of claim 5 wherein act (e) comprises:
constructing a definition for the webpage, such that the webpage is populated with at least a subset of the information provided by the downstream supplier.

7. *(currently amended)* A method for managing asset tracking information related to ~~particular~~ assets within a supply chain, the supply chain comprising a plurality of supplier entities capable of accessing a centralized asset tracking datastore, the method comprising:

(a) recording information pertaining to a first ~~particular~~ asset item, the information being provided by an upstream supplier entity;

(b) identifying the first ~~particular~~ asset item with a first ~~unique~~ Universal Resource Locator (URL) that is unique to the first asset item;

(c) associating the recorded information from the upstream supplier entity with the first ~~unique~~ URL;

(d) recording information pertaining to a second ~~particular~~ asset item, the information being provided by a downstream supplier entity, the second ~~particular~~ asset item possessing the first ~~particular~~ asset item as a constituent;

(e) identifying the second ~~particular~~ asset item with a second ~~unique~~ URL that is unique to the second asset item;

(f) associating the recorded information from the downstream supplier entity with the second ~~unique~~ URL; and

(g) associating the first ~~unique~~ URL with the second ~~unique~~ URL.

8. *(canceled)*

9. *(canceled)*

10. *(currently amended)* The method of claim 7, wherein the first ~~unique~~ URL corresponds to a first resource comprising a first Web page and the second ~~unique~~ URL corresponds to a second resource comprising a second Web page, the first Web page including a hyperlink pointing to the second Web page.

11. *(previously presented)* The method of claim 10, wherein the second Web page includes a hyperlink pointing to the first Web page.

12. *(currently amended)* A method for providing asset tracking information related to an ~~particular~~ asset item within a supply chain, the supply chain comprising a plurality of supplier entities capable of accessing a centralized asset tracking datastore, the method comprising:

(a) receiving ~~a particular~~ the asset item from an upstream supplier, the asset item associated with a unique identifier;

(b) deriving from the ~~particular~~ asset item a ~~unique~~ Universal Resource Locator (URL) based on the unique identifier;

(c) gathering information pertaining to the ~~particular~~ asset item;

(d) associating the information with the ~~unique~~ URL; and

(e) transmitting the information, associated with the ~~unique~~ URL to the centralized asset tracking datastore.

13. *(currently amended)* The method of claim 12, wherein act (b) comprises: reading the ~~unique~~ URL printed upon the ~~particular~~ asset item.

14. *(currently amended)* The method of claim 12, wherein act (b) comprises: reading the ~~unique~~ URL printed upon a tag attached to the ~~particular~~ asset item.
15. *(currently amended)* The method of claim 12, wherein act (b) comprises: reading the ~~unique~~ URL printed upon packaging associated with the ~~particular~~ asset item.
16. *(currently amended)* The method of claim 12, wherein act (b) comprises: optically scanning the ~~unique~~ URL encoded in an optically scannable format, printed on a medium associated with the ~~particular~~ asset item.
17. *(currently amended)* The method of claim 12, wherein act (b) comprises: optically scanning the ~~unique~~ URL encoded in an optically scannable format, printed upon the ~~particular~~ asset item.
18. *(currently amended)* The method of claim 12, wherein act (b) comprises: magnetically scanning the ~~unique~~ URL encoded in a magnetically scanable format, disposed on a medium associated with the ~~particular~~ asset item.
19. *(currently amended)* The method of claim 12, wherein act (b) comprises: magnetically scanning the ~~unique~~ URL encoded in a magnetically scanable format, disposed upon the ~~particular~~ asset item.
20. *(currently amended)* The method of claim 12, wherein acts (d) and (e) comprise:
entering the information into a webpage, the webpage being uniquely associated with the ~~particular~~ asset item.

21. (*currently amended*) A method for accessing asset tracking information related to ~~an particular~~ asset item within a supply chain, the supply chain comprising a plurality of supplier entities capable of entering information into a centralized asset tracking datastore, the method comprising:

- (a) receiving ~~a particular~~ the asset item from an upstream supplier;
- (b) deriving from the ~~particular~~ asset item a ~~unique~~ Universal Resource Locator (URL) that is uniquely associated with the asset item; and
- (c) retrieving information related to the ~~particular~~ asset item from a centralized asset tracking datastore based upon the ~~unique~~ URL, the information having been gathered by an independent upstream supplier entity.

22. (*currently amended*) The method of claim 21, wherein act (b) comprises: reading the ~~unique~~ URL affixed upon the ~~particular~~ asset item.

23. (*currently amended*) The method of claim 21, wherein act (b) comprises: reading the ~~unique~~ URL affixed to a tag attached to the ~~particular~~ asset item.

24. (*currently amended*) The method of claim 21, wherein act (b) comprises: reading the ~~unique~~ URL printed upon packaging associated with the ~~particular~~ asset item.

25. (*currently amended*) The method of claim 21, wherein act (b) comprises: optically scanning the ~~unique~~ URL encoded in an optically scannable format, printed on a medium associated with the ~~particular~~ asset item.

26. (*currently amended*) The method of claim 21, wherein act (b) comprises: optically scanning the ~~unique~~ URL encoded in an optically scannable format, printed upon the ~~particular~~ asset item.

27. *(currently amended)* The method of claim 21, wherein act (b) comprises:
magnetically scanning the ~~unique~~ URL encoded in a magnetically scanable format,
disposed on a medium associated with the ~~particular~~ asset item.

28. *(currently amended)* The method of claim 21, wherein act (b) comprises:
magnetically scanning the ~~unique~~ URL encoded in a magnetically scanable format,
disposed upon the ~~particular~~ asset item.

29. *(currently amended)* The method of claim 21, wherein act (c) comprises:
using the ~~unique~~ URL to access a webpage uniquely associated with the
~~particular~~ asset item, the webpage containing information related to the ~~particular~~ asset item.

30. *(currently amended)* A method for managing asset tracking information
related to ~~an~~ ~~particular~~ asset item within a supply chain, the supply chain comprising a
plurality of supplier entities capable of accessing a centralized asset tracking datastore, the
method comprising:

- (a) gathering information pertaining to ~~a-particular~~ the asset item;
- (b) transmitting the information to the centralized asset tracking datastore, the
information being associated with the ~~particular~~ asset item, independent of any particular
transaction;
- (c) sending the ~~particular~~ asset item from an upstream entity to a downstream
entity;
- (d) deriving from the ~~particular~~ asset item a unique Universal Resource Locator
(URL) that is unique to the asset item, in response to having received the ~~particular~~ asset
item;
- (e) gathering downstream information pertaining to the ~~particular~~ asset item;
- (f) associating the downstream information with the unique URL independent of
any particular transaction;
- (g) transmitting the downstream information, associated with the unique URL, to
the centralized asset tracking datastore; and

(h) recording the downstream information from the downstream provider in association with information from the upstream entity.

31. *(currently amended)* The method of claim 30, wherein act (b) comprises: entering the information into a webpage being uniquely associated with the ~~particular~~ asset item.

32. *(original)* The method of claim 31, wherein acts (f) and (g) comprise: entering the downstream information into the webpage.

33. *(canceled)*

34. *(currently amended)* A product that has been handled in an asset-based information tracking supply chain, the product comprising:
an ~~particular~~ asset item; and
a ~~unique~~ Universal Resource Locator (URL) encoded upon a medium attached to the ~~particular~~ asset item, the URL uniquely associated with the asset item and the ~~unique~~ URL corresponding to a web page for presenting information related to the ~~particular~~ asset item.

35. *(currently amended)* The product of claim 34, wherein the ~~unique~~ URL encoded upon a medium comprises a magnetic strip attached to the ~~particular~~ asset item, the magnetic strip being encoded with the ~~unique~~ Universal Resource Locator.

36. *(currently amended)* The product of claim 34, wherein the ~~unique~~ URL encoded upon a medium comprises a tag attached to the ~~particular~~ asset item, the tag having the ~~unique~~ URL printed thereupon.

37. *(currently amended)* The product of claim 34, wherein the ~~unique~~ URL encoded upon a medium comprises an optical strip attached to the ~~particular~~ asset item, the optical strip being encoded with the ~~unique~~ URL.

38. *(currently amended)* The product of claim 34, wherein the ~~unique~~ URL encoded upon a medium comprises a barcode attached to the ~~particular~~ asset item, the barcode being encoded with the ~~unique~~ URL.

39. *(currently amended)* A system for storing and making available asset-related information regarding an ~~particular~~ asset item within a supply chain, the supply chain comprising a plurality of entities capable of accessing a centralized datastore, the system comprising:

the datastore, configured and arranged to store information related to a ~~particular~~ the asset item as an information set;

a server, in communication with the datastore, the server being configured and arranged to implement a definition of a webpage, the webpage being defined so as to require webpage population with at least a subset of the information set stored in the datastore, and the webpage being uniquely associated with the ~~particular~~ asset item; and

a network configured and arranged to provide information connectivity between the server and business systems possessed by the entities comprising the supply chain.

40. *(currently amended)* The system of claim 39, wherein webpage is configured and arranged to contain a hyperlink pointing to a webpage uniquely associated with a second ~~particular~~ asset item, the second ~~particular~~ asset item being associated with the first ~~particular~~ asset item.

41. *(withdrawn)* A method of tracking a particular asset using one or more networks, the method comprising:

associating an identification code with the particular asset, the identification code uniquely identify the particular asset and representing a network address;

storing information relating to the particular asset at a location addressable by the network address represented by the identification code; and

accessing, via the one or more networks, at least some of the information relating to the particular asset using the identification code.

42. (*withdrawn*) A method of tracking a particular asset using one or more networks, the method comprising:
attaching a unique identification code to the particular asset;
storing information relating to the particular asset at a database accessible from the one or more networks by way of a network access identifier; and
accessing the information relating to the particular asset from the database using the unique identification code as the network access identifier.

43. (*withdrawn*) The method according to claim 42, wherein attaching a unique identification code to the particular asset comprises:
encoding the unique identification code using one of a magnetic, optical, or bar code;
and
affixing the encoded unique identification code to the particular asset.

44. (*withdrawn*) The method according to claim 42, wherein attaching a unique identification code to the particular asset comprises affixing the unique identification code to the particular asset.

45. (*withdrawn*) The method according to claim 42, wherein storing information relating to the particular asset comprises:
transferring the particular asset from one point of a supply chain to another point of the supply chain;
accumulating information associated with the particular asset at one or more points of the supply chain; and
writing the accumulated information to the database by addressing the database via the one or more networks using the unique identification code.

46. *(withdrawn)* In a network-based asset tracking system, information pertaining to a particular asset is tracked throughout a lifecycle of the particular asset, the particular asset comprising an identification code attached to the particular asset, wherein the identification code represents both a unique identification of the particular asset being tracked and a network address of a network-based repository location where the information pertaining to the particular asset is accessible.

47. *(withdrawn)* The particular asset according to claim 46, wherein the network access identifier includes a Uniform Resource Locator (URL) of a webpage associated with the network-based repository that is used to store information pertaining to the particular asset.

48. *(withdrawn)* The particular asset according to claim 47, wherein the network access identifier includes the URL of the webpage associated with the network-based repository that is used to retrieve information pertaining to the particular asset.

49. *(withdrawn)* An asset associated with a supply chain, the asset comprising an identification code physically associated therewith, wherein the identification code represents both a unique identifier uniquely identifying the asset and a network address of a network-based repository location where information pertaining to the asset is accessible via a network.